Board Facilitation: Brainstorming Notes

January 11, 2016

Why a Foundation?

- It is a symbol of achievement
- Something to aspire to
- Brings the community together
- Gives assistance and accountability for the whole community
- We want to take responsibility for our own destiny
- It shows maturity
- We need a mechanism to address racism, access, and opportunity
- It is a symbol of self-determination
- Gives the community a national platform
- As the community gets bigger, more resources are needed
- It will be a lighthouse for the community
- It is something for us, by us
- Allows us to leverage relationships that extend beyond our community
- Acknowledgement that we are worthy of support by others on the outside.
- Known to do what it said it would do
- Responsible / sustainable: we aren't flying by the seat of our pants, trusted by everyone, engendering support; no doubt in our impact
- We need a clear purpose – clarity on the "what"
- Highlight our achievements and show the good things
- Doing = raising money and supporting people
- Focus on social change and find ambassadors that stand behind the core values of the organization
- You have to "buy-in" – engage over evaluate
- Inspiration for other diaspora groups – global recognition and need

Who do we need to help?

- We need access to seed funding: politicians as allies and door openers
- Media to help spread the word
- Corporate Canada: learn effective pitching (we buy, you give)
- Trillium Foundation (look at the their criteria)
- Foundations (look at the their grant deadlines and parameters)
- Who else can we have this conversation with?
- Community leaders and individuals who have an affinity to the cause

Timelines: Items to consider for short-term and long-term goal setting

- Getting on the same page: develop a clear purpose / mission
- Clear financial targets

- Review and understand our indigenous ways of knowing / giving
- Articulate the decision-making process (governance, granting, financing, terms)
- Determine funding priorities (youth, seniors, complex issues)
- Sort out the administrative framework: applications? Process? Reporting to the community?
- Articulate what transparency looks like
- Explore: microfinance, targeted giving, memberships
- Obtain charitable registration number
- Determine who is here / who isn't here (ask youth to help guide?)
- Ask: what is the rush? If we rush, can we do it right?

Resources:

- A development person: look at Humber College fundraising internship program
- Sharing costs for admin (bookkeeping)
- Look for someone who knows marketing, communications, social media, crowdfunding
- In early days, focus on raising the profile not money
- Retired individual who might have a bit of time to get things started
- Develop an agreement with a sister organization (Woodgreen model)
- Develop a lobbying platform (national agenda with the provinces)
- Use established networks (understand and use the system to the max)
- Look at Timeraiser as an example

What does success look like? What is impact?

- We are alive in five years: have moved from survival to viable
- We have documented and learned from our lessons
- We have engaged and developed thought leaders
- We have currency as a resource; something to contribute
- We are a household name
- We have surpassed our financial goals
- We have invested in projects and initiatives that have made a difference
- We are playing a convening role and share our knowledge with others
- We fund projects that no one else would have heard of before and make them known

Names 1 to 15 were considered by our committee and # 4 was selected. There were hints that there may be other, better names and the search should be widened. Numbers 16 to 22 were added since our meeting. They don't need to be capitalized. They also may be hyphenated, e.g. Jam-K Development Foundation. The letters have no meaning beyond the phonetics. Please add your input by adding a name or names to the list or by selecting three (3) names in priority order. Please return to me by September 07 so we can nail it down.

Brainstormed Foundation Names

1--E. S. Ricketts Memorial Foundation
2--JAC Foundation
3--JC Foundation
4--JAC Development Foundation   or Jamaican African Caribbean Dev
5--Ebony Foundation
6--Black Development Foundation
7--Progress and Development Foundation
8--Caribbean/African Development Foundation
9--Brotherhood Building Foundation
10--Black Community Development Foundation
11--Progress Foundation
12--Community Building Foundation
13--The Achievers Foundation
14--Future Builders Foundation
15--Caricom Development Foundation   or CD Foundation
16--JAMD Development Foundation
17--JAMO Development Foundation
18--JAMK Development Foundation
19--JAMC Development Foundation   JamCan Development Foundation ✓ ①
20--JAMX Development Foundation   CanJam Development Foundation ② ③
21--JAMR Development Foundation
22--Ebony Development Foundation

Erma---Community Building Foundation   or CB Foundation
      Caribbean African Development Foundation   or CAD Foundation   or ACD Foun'n
      Community Capacity Building Foundation   or CCB Foundation